

2012 | 2013 Annual Report





reThink: The No.1 Resource for Commuter Options in Central Florida



"The City of Winter Park appreciates reThink's assistance in helping to increase transportation options and safety within our city and region."

– Tim Maslow
Sustainability Coordinator
City of Winter Park

reThink's

A service of the Florida Department of Transportation (FDOT), reThink has four goals: to decrease traffic congestion, improve air quality, conserve natural resources and save people money.

To achieve these goals, reThink promotes commute options like ridesharing, transit, biking, walking and telecommuting.

reThink serves the nine counties in Central Florida that comprise FDOT's District 5: Brevard | Flagler | Lake Marion | Orange | Osceola | Seminole Sumter | Volusia.

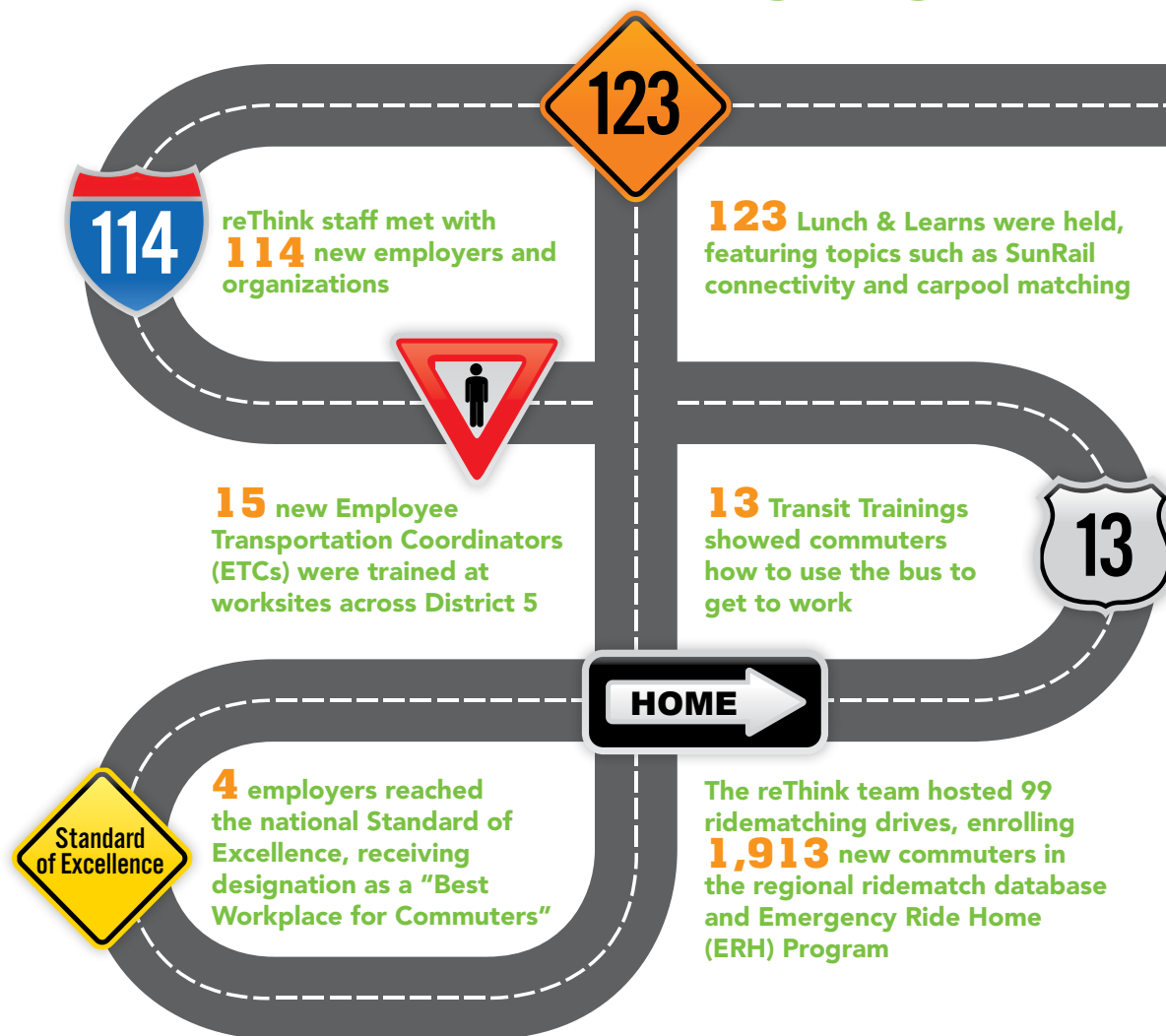


commuting

Across Central Florida

During FY 2012-13, reThink's outreach team worked with **276** employers in Central Florida – **sharing information and resources to help employees explore their commute options.**

2012 | 2013 Highlights



Meet Our reThinkers

This year, our e-newsletter series put a new face on public transportation by featuring several forward-thinking commuters:



ANN

A Link 204 express bus rider from Clermont, Ann is the employee transportation coordinator (ETC) for her worksite and regularly guides her co-workers to use public transit.



JEFF

Having ridden his bike for 35 years, Jeff sets a great example at his Cocoa Beach worksite, inspiring others to ride to work.



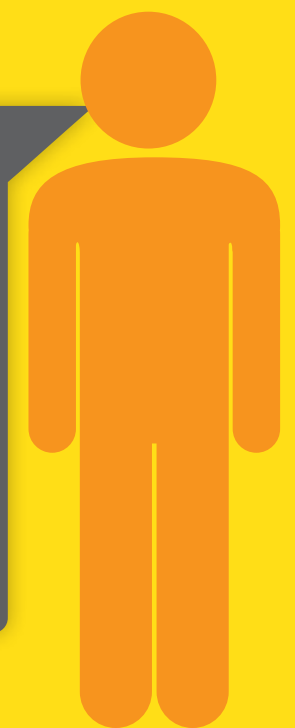
MIKE

An advocate for vanpooling, Mike estimates he has saved thousands in commuting costs over the last few years, thanks to vanpooling from Brevard County to Downtown Orlando.



"reThink has been a tremendous resource to us as we encourage our employees to explore alternatives to driving. The Lunch & Learn presentations and Transit Training program have been especially beneficial. We hope to continue the momentum as we partner with reThink on Orlando's upcoming carshare initiative."

– Kyle Taniguchi
E.I., Transportation Engineer
Vanasse Hangen Brustlin, Inc.



Making transportation Memorable

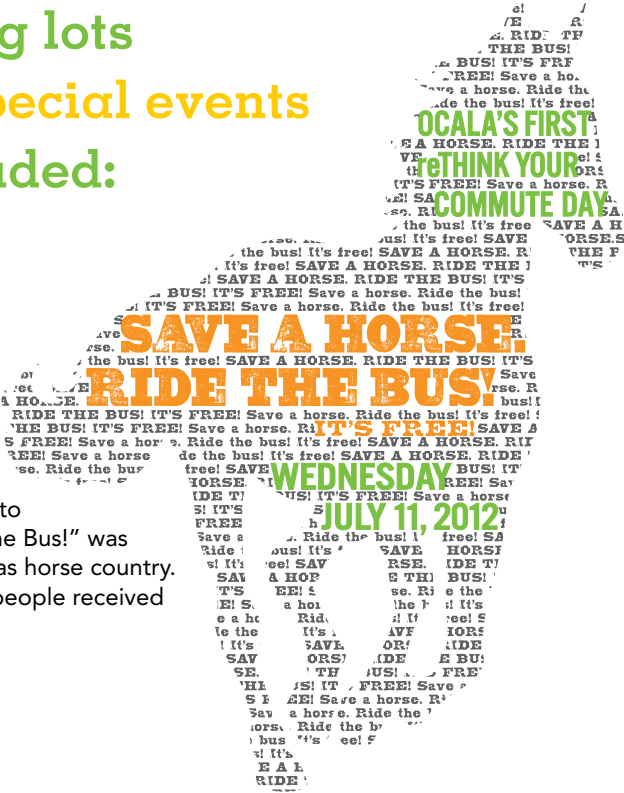


Horses, bikes, buses and even parking lots played a role in making this year's special events memorable and impactful. They included:



Save a Horse, Ride the Bus!

In July 2012, SunTran partnered with reThink to organize the City of Ocala's first reThink Your Commute Day. To focus on transit as a way to get to work, the tagline "Save a Horse, Ride the Bus!" was introduced, referencing Ocala's history as horse country. Thanks to SunTran, approximately 450 people received free rides on the area's six fixed routes.



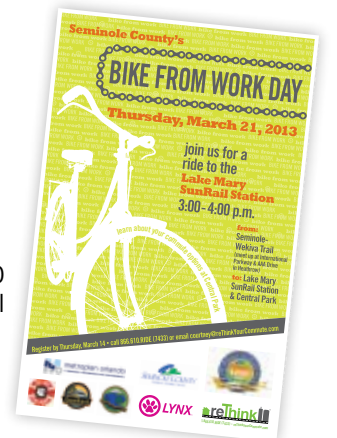
One Less Car, One More Park – City of Orlando

In January 2013, Downtown design firms re-imagined parking spaces in front of the City of Orlando's City Hall and created "active green spaces." In one spot, visitors relaxed in a reading garden, while others experienced the arts and learned how to plant a garden. reThink participated in this event – turning a typical concrete parking space into a "home office" that promoted telecommuting to 200 event attendees.



Bike from Work Day – Seminole County Centennial

In March 2013, Seminole County celebrated its centennial anniversary, highlighting "five points of pride" – and one included transportation. reThink helped organize a "Bike from Work Day," which showcased the County's investment in the trail network to 30 participants. The 23-mile Cross Seminole Trail and 14-mile Seminole Wekiva Trail provide safe bike routes to cyclists and can be used to access the Lake Mary SunRail station.



Bike to Work Day – South Seminole Hospital

reThink hosted this "Bike to Work Day" event in October 2012, at South Seminole Hospital. Featuring Longwood's future SunRail station less than one mile from the hospital campus, reThink showcased safe biking routes to 30 hospital employees at the event, while 15 biked from the station to work.



Bike to Work Day – City of Orlando

reThink coordinated with the City of Orlando to lead more than 100 cyclists through Downtown on their way to work in May 2013. FDOT District 5 Secretary Noranne Downs and the City of Orlando's District 3 Commissioner Robert Stuart were among the cyclists who took part in the event.



Food Truck Bazaar – Econlockhatchee Park & Ride Lot

In search of an innovative way to get passing commuters interested in using the Econlockhatchee Park & Ride lot, reThink hosted a Food Truck Bazaar, which enticed drivers to stop by, eat and speak with a reThink representative. In one night alone, 40 drivers learned about reThink's carpooling and vanpooling options leaving from this lot.



SPREADING THE WORD

In addition to events, reThink reached out to the community by: advertising on four radio stations that aired during drive time; targeting large employers by advertising in the *Orlando Business Journal* and participating in key events throughout the year; and using social media to speak directly to commuters.



find a match

Helping Commuters

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reThink's regional ridematch database is a great resource for commuters looking to share the ride to work. Users can register to receive a list of potential carpool, vanpool or bikepool partners. As our enrollment continues to increase, matching commuters becomes more efficient and effective.

YEAR 1 Enrollment (FY 2010-11):
2,347

YEAR 2 Enrollment (FY 2011-12):
4,196

YEAR 3 Enrollment (FY 2012-13):
6,109

46% increase from last year

"reThink has been a wonderful partner in the effort to increase carpooling in Brevard County. The best tool reThink provided was the Carpool Questionnaire, which greatly assisted potential carpoolers with understanding the process and benefits."

– Elizabeth Melvin
Brevard County Government

A Worry-Free Way to Work

Leaving the car at home doesn't have to be a risky proposition, thanks to reThink's Emergency Ride Home (ERH). To qualify for this program, commuters must use an alternative mode to get to work at least twice a week. If participants get sick or have to work unscheduled overtime, reThink reimburses the cost of their transportation home up to four times a year. Since this program began in 2010, we've seen steady increases in enrollment.

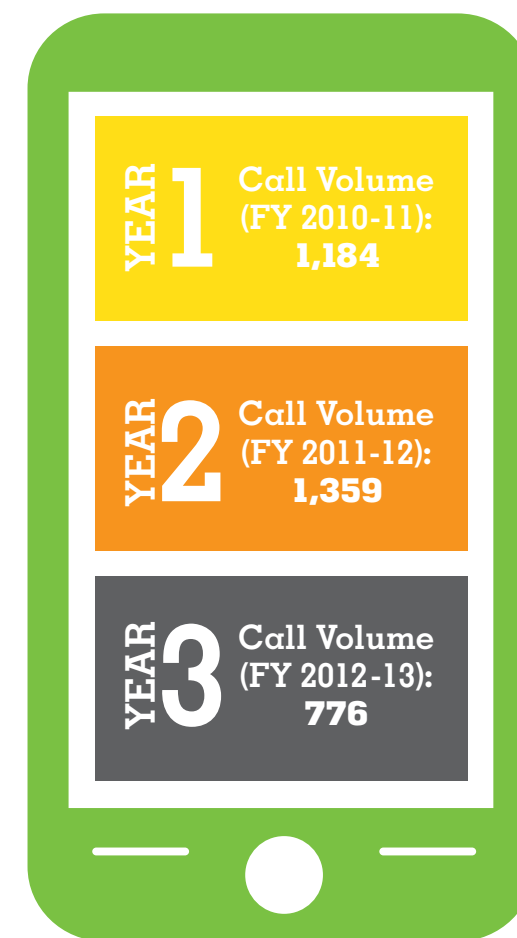
YEAR 1 Enrollment (FY 2010-11):
667

YEAR 2 Enrollment (FY 2011-12):
1,210

YEAR 3 Enrollment (FY 2012-13):
1,907

"Thanks to reThink, employee participation in vanpools has dramatically increased. Coupled with the ERH program, our employees have a reliable transportation alternative and peace of mind."

– Carlos A. Marte-Mendez
Transit Manager
Orlando VA Medical Center



"Hello, and Thank You for Calling reThink"



For the commuters we serve, sometimes nothing beats talking one-on-one with a reThink team member. **The reThink Commuter Call Center provides personalized assistance to help Central Floridians find the best way to get to work and connect with local transit agencies.** While overall call volume decreased this year, we expect an increase in FY 2013-14 when SunRail service begins.

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reThinkYourCommute.com is another resource for commuters in Central Florida

YEAR 1 Total Site Visits (FY 2010-11):
10,114

YEAR 2 Total Site Visits (FY 2011-12):
10,010

YEAR 3 Total Site Visits (FY 2012-13):
13,225

Adding Up the impact



Since reThink's launch three years ago, District 5 commuters who have registered their alternative commutes with the program **have made a significant impact by reducing pollution and saving money:**

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1,931,486
gallons of gas saved



42,182,400
fewer vehicle miles traveled (VMT)



37,674,673
pounds of carbon dioxide averted from entering the atmosphere



\$25,121,308
saved in personal commuting costs

The Road ahead

Without a doubt, FY 2013-14 will be a momentous year. Several transportation projects – from SunRail to carsharing – are coming to fruition. **Our team will continue to serve the region with services, programs and resources to help more people in our community reThink their commutes.**

Special Thanks to Our Transportation Partners



Sumter County Transit

Flagler County
Public Transportation



"Having a parking spot reserved for employees who carpool allows them to get to work on time, decrease traffic and save money, even when the price of gas goes up. Our team members have found the program very valuable."

– Indranie Koonjebharry
Parking & Guest Transportation
Orlando Health

want to learn more?

For more information about reThink's programs or to get involved, please contact us:

Diane Poitras
FDOT District 5 Project Manager
Diane.Poitras@dot.state.fl.us
(407) 482-7860

Employers can contact the following reThink staff:

Brevard and Seminole Counties
Nicolle Avery Masters
Senior Outreach Specialist
Nicolle@reThinkYourCommute.com
(407) 221-8346

Flagler and Volusia Counties
Reginald Mells
Outreach Specialist
Reginald@reThinkYourCommute.com
(407) 304-0074

Lake and Marion Counties
Michelle Agatstein
Outreach Specialist
Michelle@reThinkYourCommute.com
(407) 551-9692

Orange County
Courtney Miller
Program Manager
Courtney@reThinkYourCommute.com
(321) 439-2781

Osceola and Sumter Counties
Stephen Alianiello
Outreach Specialist
Stephen@reThinkYourCommute.com
(407) 388-5615

To find potential ridematch partners or register for the Emergency Ride Home program, contact:

Riccian Vidal
Program Coordinator
Riccian@reThinkYourCommute.com
1-866-610-RIDE (7433)



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